Catalogue no. 13-604-M — No. 75
ISSN 1707-1739
ISBN 978-1-100-24726-7

Research Paper

Income and Expenditure Accounts Technical Series

Canadian Culture Satellite Account, 2010

Release Date: September 2014

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.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
p	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the *Statistics Act*
E	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

Table of contents

Executive summary 5
Highlights 6
1. Introduction 7
2. Overview of the Canadian Culture Satellite Account 8
2.1 Key definitions and concepts in the Culture Satellite Account 8
2.2 The Canadian System of National Accounts and the Culture Satellite Account 11
2.3 Canadian Framework for Culture Statistics 2011 13
2.4 Sport in the Canadian Framework for Culture Statistics and Canadian Culture Satellite Account 17
3. Methodology 17
3.1 Methodology used to compile culture industry estimates 18
3.2 Methodology used to compile culture products estimates 19
3.3 Methodology for compiling culture domain and sub-domain estimates 20
4. Economic importance of culture and sport in Canada 21
4.1 Culture in Canada 21
4.2 Sport in Canada 24
4.3 Culture position in the Canadian economy 27
5. Conclusion 28
Appendices 29
Appendix A – Data tables 29
Appendix B – Culture and sport industries in the Culture Satellite Account 33
Appendix C – Culture and sport industries in the Culture Satellite Account by domain 34
Appendix D – Culture and sport products in the Culture Satellite Account 36
Appendix E – Surveys used in the Culture Satellite Account 38
Appendix F – Feasibility study 39
Appendix G – Acronyms 40
Glossary 41
References 43

Acknowledgements

This paper articulates the Canadian Culture Satellite Account (CSA) developed by Statistics Canada. The Canadian CSA provides measures of the economic importance of culture (inclusive of the arts and heritage) and sport in Canada in terms of output, gross domestic product and employment, for reference year 2010.

The development of the Canadian Culture Satellite Account is funded by the Department of Canadian Heritage and its partners:

- The provincial/territorial ministries of culture and/or heritage
- Parks Canada
- The Atlantic Canada Opportunities Agency
- The Canadian Tourism Human Resource Council
- Canada Council for the Arts
- Library and Archives Canada
- Telefilm Canada
- Canadian Arts Data
- The Cultural Human Resources Council
- Ontario Media Development Corporation
- Ontario Arts Council
- The Creative City Network of Canada and all participating municipalities
- OCAD University

This report was prepared by the staff of the Satellite Accounts and Special Studies Section, National Economic Accounts Division, Statistics Canada. We wish to acknowledge the ongoing support of staff from the Industry Accounts Division and National Economic Accounts Division of Statistics Canada, and the Department of Canadian Heritage along with its broad network of funding partners. We are especially grateful to Monique Bisaillon and Chris Jackson for their dedication, hard work and contribution to creating the Canadian Culture Satellite Account.

Executive summary

The Canadian Culture Satellite Account (CSA) was developed by Statistics Canada with the support of the Department of Canadian Heritage and its many partners.[1] The Canadian CSA provides measures of the economic importance of culture (inclusive of the arts and heritage) and sport in Canada in terms of output, gross domestic product and employment, for reference year 2010.

In the CSA, culture is defined as a creative, artistic activity, the goods produced by it, and the preservation of heritage. Sport is defined as an individual or group activity often pursued for fitness during leisure time which may be undertaken for fun or competition. Sport includes recreational sports and physical activities, as well as professional, semi-professional or amateur sport clubs and independent athletes that are primarily engaged in presenting sporting events before an audience. Culture and sport estimates are mutually exclusive of one another.

The CSA is a product of both the 2011 Canadian Framework for Culture Statistics (CFCS) and the Canadian System of National Accounts (CSNA). The CFCS provides the guiding principles to define and identify cultural economic activity, whereas the CSNA provides the mechanism and data to derive the estimates.

Culture or sport are not explicitly identified as industries within the CSNA but are rather activities found in several industries within its framework. As such, it is necessary to identify and extract all the culture or sport activities from within the economy and present in a coherent form - a satellite account.

While other studies measure the importance of culture, the satellite account approach is both comprehensive and compatible with other macroeconomic indicators and accounts. The CSA allows comparisons with other industries or other activities, and uses a set of concepts and definitions common to the CSNA, the primary building block of the CSA.

The CSA 2010 estimates were derived primarily from the 2010 Input-Output Accounts, within the CSNA, with specific methodologies used to identify the components of culture and sport. The CSA entails regrouping the CSNA according to culture concepts. Once all culture and sport industries are identified, output, GDP and jobs for culture and sport can be estimated.

The CSA measures the economic importance of culture and sport to the Canadian economy from two unique perspectives:

- Product- which groups culture and sport by product which measures culture or sport output, GDP and jobs regardless as to whether the products were produced by establishments in culture or non-culture industries. And;
- Industry- which groups culture and sport by industry and measures the output, GDP and jobs of culture industries or sport industries. It covers all of the output produced by establishments in these industries including non-culture and non-sport products.

1. A complete list of partners is available in the Acknowledgements section of this report.

Highlights

- Estimates of culture and sports are mutually exclusive.

Culture

Viewed from the product perspective

- Culture GDP at basic prices equaled $47.8 billion, contributing 3.1% to Canada's GDP in 2010.
- Culture jobs accounted for 647,300 jobs in 2010, contributing 3.7% to total employment.
- Culture output totaled $93.2 billion or 3.0% as a share of total economy.

Viewed from the industry perspective

- GDP of culture industries was $53.2 billion in 2010, contributing 3.4% to Canada's total GDP. Of this, culture products accounted for $40.7 billion and other products (i.e., non-culture products) $12.5 billion.
- Culture industries accounted for 703,900 jobs, a 4.0% share of jobs in the total economy.
- Culture industries accounted for 3.2% ($99.3 billion) of the total production in Canada.

Sport

Viewed from the product perspective

- Sport GDP equaled $4.5 billion, contributing 0.3% to Canada's economy in 2010.
- Sport output totaled $7.2 billion or 0.2%, as a share of total economy.
- Sport contributed 93,500 jobs (0.5%) to total employment in Canada.

Viewed from the industry perspective

- GDP of sport industries was $5.2 billion in 2010, contributing 0.3% to Canada's total GDP. Of this, 85.4% is attributable to the production of sport products within the sport industries.
- Sport industries contributed $8.3 billion of the total production in Canada.
- Sport industries accounted for 105,200 jobs, 0.6% share of total economy.

1. Introduction

The Canadian Culture Satellite Account (CSA) measures the economic importance of culture and sport to the Canadian economy by estimating the value of the production of culture[2] and sport goods and services and their contribution to output, Gross Domestic Product (GDP), and jobs.

The CSA provides an accounting framework to define and measure culture and sport in Canada. It follows the 2011 Canadian Framework for Culture Statistics (CFCS) and is rooted in the Canadian System of National Accounts (CSNA).[3]

Moreover, the CSA can serve as the foundation (or benchmark) for a variety of related statistical products including:

(i) timely annual or quarterly macroeconomic performance indicators on the state of culture in Canada;

(ii) detailed information on jobs in the culture industries;

(iii) estimating government tax revenues generated from culture industries and culture products; and

(iv) economic impact modeling that can be used for "what if" simulations of the indirect or multiplier effects generated throughout the economy from additional spending on culture.

The CSA provides a measure of the economic importance of culture and sport in Canada. The ability to measure culture activity in the context of the entire economy is a very important reason for working within the structure of the CSNA. While other studies measuring the importance of culture have been undertaken in the past,[4] the satellite account approach is comprehensive as it enables comparisons with other industries and activities, as well as over time, using a common set of concepts and definitions with the CSNA. Such an approach can also be useful in developing international comparisons, as many countries rely on the System of National Accounts (SNA) to measure economic activity (by sector, industry and commodity).

Internationally, the importance of culture and its link to development and economic progression has resonated with governments. Culture frameworks have been developed by United Nations, Educational, Scientific, Cultural Organization (UNESCO)[5] and the European Union.[6] As well, several countries such as Australia,[7] the United States,[8] Spain[9] and Finland[10] have begun developing satellite accounts to measure the economic contribution of culture to their economies. During the update of the Canadian Framework for Culture Statistics 2011 there were discussions with UNESCO to ensure alignment of Canadian definitions, and industry structures to allow for international comparability.

The CSA is the result of a four-year comprehensive feasibility study that was undertaken in collaboration with the Department of Canadian Heritage and its partners in 2008. This process is outlined in Appendix F. This report presents the first official results of the satellite account, for reference year 2010.

The report describes the concepts, definitions and methodology of the CSA. The outline of the report is as follows: Section 2 provides an overview of the CSA, including definitions of some of the key elements of the CSA and describes how the CSA relates to the CFCS and the CSNA; Section 3 provides an overview of the methodologies used to construct the CSA; Section 4 presents the results of the CSA for 2010 and the concluding remarks and outline for future work in the CSA are included in Section 5.

2. The use of "culture" in this report also refers to the arts and heritage. For a full definition of "culture" see section 2.3: Canadian Framework for Culture Statistics.
3. The Canadian System of National Accounts presents the detailed structure of the Canadian economy based on the internationally agreed concepts, definitions, classifications and accounting rules of the System of National Accounts. The System of National Accounts is an internationally recognized economic accounting system.
4. See Singh 2004.
5. UNESCO 2009
6. See European Union.
7. See Australia 2014.
8. See United States 2013.
9. See Spain 2011.
10. See Finland 2009.

2. Overview of the Canadian Culture Satellite Account

The Canadian Culture Satellite Account provides a detailed look at the culture and sport industries and domains, it is fully consistent with the CSNA, and thus allows for analytical comparisons. This chapter presents the definitions of key variables and concepts, the accounting framework, and the Canadian Framework for Culture Statistics 2011, which are used in the construction of the Culture Satellite Account.

2.1 Key definitions and concepts in the Culture Satellite Account

2.1.1 Culture and sport

Within the CSA, culture is defined as a creative artistic activity and the goods and services produced by this creative activity and the preservation of heritage. These goods and services must satisfy specific criteria outlined in 2.1.5 below.

Sport is defined as an individual or group activity, often pursued for fitness in leisure time, fun or competition. This includes recreational sports and physical activities, as well as professional, semi-professional or amateur sport clubs and independent athletes that are primarily engaged in presenting sporting events before an audience.

2.1.2 Production and output

Production is the process of combining labour, capital, energy, material and service inputs to produce goods and services.

Output consists of those goods or services that are produced within an establishment that become available for use outside that establishment or in some special cases within the producing establishment. There are three types of output within the CSA: market output and non-market output and output for own final use. Market output consists of goods and services sold at an economically significant price, that is, a price that has a significant influence on the amounts that producers are willing to supply and the amounts that purchasers wish to buy. Non-market output comprises goods and services that are not sold on the market and are generally valued at cost. For instance, free art exhibits in which services are provided by volunteers would be considered non-market output. Output for own final use consists of products retained by the producer for their own final use as consumption or investment. Only market and non-market output are measured in the CSA.

2.1.3 Goods and services

The distinction between goods and services is important. A good is a tangible product that can be stocked or placed in inventory. An example of a good is photographic equipment or a book. A service, on the other hand, is generally consumed at the place and time it is bought. Services cover a wide and complex variety of transactions on products that are generally intangible in nature. An example of a service is admission to a live performance or a museum exhibition.

2.1.4 Valuation and pricing

Goods and services in the CSA are valued at basic prices. The basic price of a good or service is its selling price before wholesale, retail and transportation margins and before product taxes like the Value Added taxes. This price reflects the revenues received by producers from the sale of these goods and services. This is different from the market prices which include the margins and taxes noted above to better reflect the price paid by the consumer of the culture good or service.

In order to illustrate the difference between the two consider the following example which decomposes the market price of a culture good/service ($63.25) into its components (basic price, retail margin and taxes).

$63.25 (culture good/service) = $45 (basic price) + $10 (retail margin) + $8.25 (15% HST)

The CSA presents information at nominal or current prices, that is, there is no attempt to estimate the volume of culture goods and services produced in a given year.

2.1.5 Culture products

The CFCS framework uses a number of criteria to determine what is and is not a culture product. A product is determined to be culture if it satisfies the general definition of culture (noted above) and satisfies one or more of the following criteria[11]:

1. The product must have copyright protection potential.
2. The product must support the creation, production, dissemination or preservation of culture.
3. It adds to the content of a culture product.
4. It preserves exhibits or interprets human or natural heritage.
5. It provides culture training or educational services.
6. It governs, finances, or supports directly culture.

In the context of the CSA, and following the CFCS, culture goods are defined as original and mass-produced goods which contain culture content, resulting from creative artistic activity. A culture service on the other hand is defined to include creative services (which can, in turn, include copyright payments or receipts), content services (services that add to, or alter a culture product), broadcasts, live performances and other culture events (such as museum exhibits).

2.1.6 Culture industries

A culture industry is one for which culture products (goods or services) make up the most significant part of its output. For instance, in the live performance industry, culture products represent the majority of its output even though they have secondary activity related to the sale of food and beverages. The CFCS, and therefore the CSA, also include industries involved in the 'creative chain'.

2.1.7 Industry perspective

The industry perspective is simply the presentation of culture activity by industry. In the CSA set of industry perspective tables, the culture industries are grouped under their respective domains and sub-domains.

2.1.8 Product perspective

The product perspective is simply grouping like products (regardless of industry of origin) together. For example, books may be produced in more than one industry. In the product perspective, all of the activity related to the production of books is grouped together.

2.1.9 Gross Domestic Product

Gross Domestic Product (GDP) or value added is a key measure of economic performance in the CSA. It represents the output of an industry minus the value of intermediate inputs that were used up in the production of the culture goods and services.

2.1.10 Employment

Employment data (i.e., number of jobs) comes from the Canadian Productivity Accounts of the CSNA. It represents the number of jobs held by the self-employed, employees and unpaid[12] family workers. It should be noted that a job that exists for only part of the year (e.g., 4 months) counts as only a fraction of a job (1/3 of a job) for the year. It should also be noted that a part-time job at 10 hours a week counts as much as a full-time job at 50 hours a week.[13]

11. See CFCS 2011 for more detailed discussion of criteria.
12. Unpaid family workers are persons who work without pay in a business, farm or professional practice owned and operated by another family member living in the same dwelling.
13. This measure of employment differs conceptually from employment measured by the Labour Force Survey (LFS). Within the LFS an individual can only have a single job – within the CSA a person can have more than one job and those jobs can be in different industries.

2.1.11 GDP of culture industries

The GDP of culture industries is the measure of GDP for each of the culture industries. It covers all of their outputs – culture and non-culture products. For example, the performing arts industry may generate GDP from both admissions to live performances (a culture activity) and food and beverages services (a non-culture activity). The GDP for both activities is included in the GDP of culture industries.

This is the standard measure of industry-based GDP, consistent with previous Statistics Canada studies[14] of culture's economic contribution in Canada. It is the measure to use for inter-industry comparisons.

2.1.12 Culture GDP

Culture GDP is the value added related to the production of culture goods and/or services across the economy regardless of the producing industry. For example, for the performing arts industry which may generate GDP from admissions to live performances and food and beverages services (a non-culture activity) only the GDP from admissions to live performances (the culture activity) will be counted. However, it will also include any GDP from admissions to live performances produced outside of the live performance industry.

The culture GDP measures the GDP from the production of all culture goods and services in the Canadian economy – regardless of the industry in which they are produced.

2.1.13 Employment in culture industries

Employment in culture industries is measured by the number of jobs in each of the culture industries. It covers all jobs in the industry required to produce both culture and non-culture output. For example, the performing arts industry may require an individual to collect admissions tickets to a live performance (job from culture activity) and a bartender in the food and beverages services (a job from a non-culture activity). Both jobs are included in the estimate of employment in culture industries.

2.1.14 Culture jobs

Culture jobs are defined as the number of jobs that are related to the production of culture goods and/or services in that industry. Therefore it covers only the jobs in the industry required to produce culture activities. Using the example above, only the individual selling admissions tickets would be in the estimate of culture jobs.

2.1.15 GDP of sport industries

The GDP of sport industries is the measure of output from all sport industries. It covers all of their outputs—sport and non-sport products. For example, a sporting event may generate GDP from both, admissions to the sporting event (a sport activity) and food and beverages services (a non-sport activity). The GDP associated with both of these products would be included in the GDP of sport industries.

2.1.16 Sport GDP

Sport GDP is defined as the value added in an industry that is related to the production of sport goods and/or services across the economy regardless of the producing industry. For example, for a sporting event which generates GDP from admissions to sporting events (a sport activity) and food and beverages services (a non-sport activity), only the GDP from admissions to sporting event (the sport activity) will be included in Sport GDP. However, it will also include any GDP from admissions to sporting events produced outside the sport industries.

2.1.17 Employment in sport industries

Employment in sport industries is the number of jobs in each of the sport industries. It covers all jobs in the industry required to produce both sport and non-sport products. For example, a sporting event will need jobs for both admissions to sporting events (a sport activity) and food and beverages services (a non-sport activity). Both of these jobs will be included in the estimate of employment in sport industries.

14. See Statistics Canada, *Economic Contribution of Culture in Canada*, December 2004 and *Economic Contribution of the Culture Sector to Canada's Provinces*, March 2007.

2.1.18 Sport jobs

Sport jobs are defined as the number of jobs that are related to the production of sport goods and/or services regardless of the industry. For example, a sporting event may have two jobs: a job collecting admissions to sporting events (a job from sport activity) and bartender in the food and beverages services (a job from non-sport activity). Only the job of the person collecting admissions tickets to sporting events (job from culture activity) is included in sport jobs.

2.2 The Canadian System of National Accounts and the Culture Satellite Account

The Canadian System of National Accounts (CSNA) is compiled according to an internationally recognized economic accounting standard (2008 SNA). It provides a set of interrelated accounts and a set of concepts, definitions, classifications and accounting rules for compiling and integrating economic data to give a comprehensive picture of the economy and how it works. The CSNA can be used to analyze the production and the use of goods and services by industry, the income generated in production, and the demand for goods and services from households and governments and non-profit institutions serving households. The CSA is an extension of the CSNA which focuses on the economic transactions specifically related to culture and sport.

Satellite accounts, such as the CSA, have the structure and principles of the national accounts but are developed as an extension to the core national accounts system – hence the name "satellite". Since culture or sport are not clearly defined as a "formal" industry within the Canadian economy, it is necessary to identify and extract all the culture or sport content from within the economy and present it in a coherent form—a satellite account. This satellite account provides a framework (i.e., identifies culture/sport industries and products), concepts and definitions which inform us about culture and sport in Canada.

The satellite account presentation adheres to national accounting principles and allows an analyst to compare areas of interest (culture, tourism, etc.) with the entire economy. With the CSA, given its focus on culture and sport, one can answer questions like: What is the economic importance of culture and sport in Canada? The ability to measure culture against the rest of the economy is a very important reason for working within the structure of the CSNA.

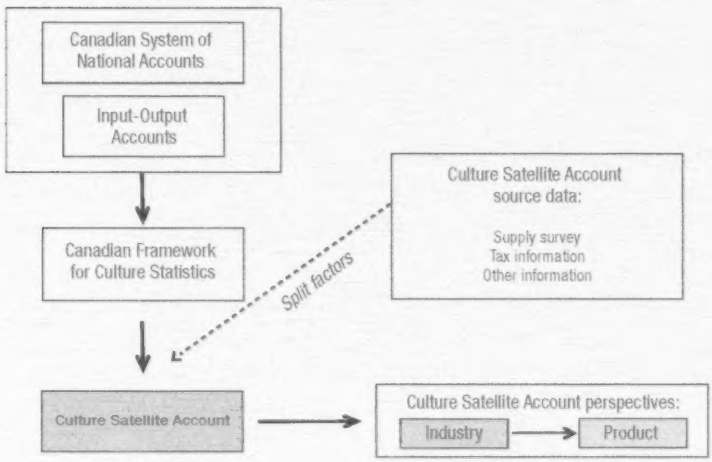
The CSA is essentially a detailed rendition of the culture and sport portion of the CSNA for which the CFCS provides the concepts, definitions and classification used to filter economic activity related to culture and sports. The relationship between the CSA, CFCS and CSNA is described in Figure 1 below.

Figure 1
Relationship between Canadian Culture Satellite Account, 2011 Canadian Framework for Culture Statistics and Canadian System of National Accounts

Canadian System of National Accounts	→	Canadian Framework for Culture Statistics 2011	→	Canadian Culture Satellite Account
Shows all economic transactions in the Canadian economy (i.e. provides economic data by products and industries)		Provides the culture filter with which to identify culture content within the Canadian economy (i.e. identifies culture products and industries)		Shows all economic transactions in the economy related to culture and sport

Figure 2 below shows schematically the conceptual framework of the CSA. At the top left is the CSNA with the Input-Output (I-O) Accounts highlighted and explained in section 2.2.1 below. It is within the I-O Accounts that the I-O tables are constructed using surveys, tax, customs and other administrative records. These source data are processed to be consistent with the definition and accounting rules used in the CSNA. On the top right is the CSA source data originating from the various industry surveys and other administrative source and discussed in section 2.2.2 below. Data from both these sources are incorporated into the CSA.

Figure 2
Canadian System of National Accounts and the Canadian Culture Satellite Account



2.2.1 Input -Output tables

The Input-Output (I-O) tables contain the most comprehensive and detailed statistics relating to production, intermediate use and final consumption of goods and services in the Canadian economy. They measure economic activity by industry as well as by product. They are the primary building block of the CSA.

As their name suggests, I-O tables contain two important dimensions: the output table and the input table. The output table shows the goods and services produced by each industry in the Canadian economy. In most cases, domestic production or output of an industry is simply its sales or shipments adjusted for changes in inventories, measured at basic prices. Estimates of the supply (output) of culture products in the CSA originate in the output table.

The input table shows the goods and services used by each industry in the production of their goods and services. This table also shows the costs of "primary inputs" used in production, including labour income, income of unincorporated businesses, other operating surplus and net indirect taxes (often referred to as the payments to labour, capital and appropriations by government).

From these tables it is possible to derive a measure of value added or gross domestic product by taking the output of an industry and subtracting the intermediate inputs used in the production of that output. The estimates of Culture GDP and GDP of culture industries (as well as Sport GDP and GDP of sport industries) are based on the data reported in these tables.

The I-O classification for industries, Input Output Industry Classification (IOIC), is a variant of the North American Industry Classification System (NAICS) 2007. The I-O classification for commodities is a variant of the North American Products Classification System (NAPCS) 2007. At the most detailed level, the I-O tables are composed of 481 commodities (including 71 that are defined as 'culture products' in the CSA) and 234 industries (45 of which are identified as 'culture industries').[15] These 45 I-O culture industries disaggregate into 152 six-digit NAICS 2007 culture industries.[16]

15. A full list of the Input Output Industry Classification industries used in the CSA is available in the Appendix B: Culture and sport industries in the Culture Satellite Account.
16. See appendices B, C, and D for detailed lists.

2.2.2 Industry surveys and other information

In addition to the Input-Output tables, other information is used to construct the CSA. This includes several surveys covering: amusement and recreation; book publishers, film and video distribution; film, television and video post-production; film, television and video production; motion picture theatres; newspaper publishers; performing arts; heritage institutions; and periodical publishing.[17] They produce biennial estimates for selected financial variables and industry characteristics. Other surveys such as retail trade, wholesale trade and manufacturing, as well as available tax data were also used to build the CSA.

For education, annual enrollment (headcount) data from the Postsecondary Student Information System was used in order to distinguish culture education programs or education programs related to sport from the other programs. As this source of information is available annually, it is more up to date than the Census of Population and National Household Survey. These data were classified according to a detailed classification system: the Classification of Instructional Programs (CIP). CIP allowed for the selection of enrollments for specific culture programs (or fields of study) and specific sport programs according to pre-established codes. A sub-set of pre-established education codes had been determined in the CFCS 2011.

For government support, government expenditures from the Survey of Federal Government Expenditures on Culture, and Survey of Provincial/Territorial Government Expenditures on Culture were used. This information was used to estimate the culture and sport portion of the CSNA government industries.[18]

Employment data (i.e., number of jobs) used in the CSA comes from the Canadian Productivity Accounts of the CSNA. These accounts provide information on employment following CSNA principles and using I-O industries. At the aggregate level, the number of jobs in this database is benchmarked to the Labour Force Survey (LFS). The industry distribution of these jobs, however, is primarily based on information from the Survey of Employment, Payrolls and Hours, although other industry surveys and administrative sources are used as well. For a complete list of survey data used in the CSA see Appendix E.

2.3 Canadian Framework for Culture Statistics 2011[19]

The Canadian Framework for Culture Statistics 2011 (CFCS) was developed by Statistics Canada in consultation with the Department of Canadian Heritage and other culture stakeholders[20]. The framework consists of two elements. The first, articulated in the *Conceptual Framework for Culture Statistics 2011* publication, provides standard concepts, definitions and classifications for consistent and comparable statistics on culture. The second is detailed in the publication titled *Classification Guide for the Canadian Framework for Culture Statistics 2011* and is a supporting guide which maps the classification systems used in Statistics Canada (e.g. NAICS, NAPCS, and NOCS) to the framework.

Culture can be very broadly defined and include for example, religious and spiritual practices and political ideologies and processes. However these notions of culture are too broad for establishing boundaries when defining culture for statistical purposes. In Canada, culture is defined as "creative, artistic activity and the goods and services produced by it, and the preservation of heritage."[21] Another useful conceptual construct from the CFCS is the notion of the "creative chain" (see Figure 3) which is defined as the "series of steps by which a culture good or service is created, developed, perhaps manufactured, and distributed or made available to end-users."[22]

17. The complete list of surveys used in the CSA is available in Appendix E: Surveys used in the Culture Satellite Account.
18. In the future, Statistics Canada will use the same system as the International Monetary Fund, namely the Government Finance Statistics (GFS). The GFS uses the Classification of Functions of the Government (COFOG) to classify government expenditures.
19. This section presents a quick overview of the Canadian Framework for Culture Statistics 2011, for more detailed discussion, concept and definitions see Canadian Framework for Culture Statistics 2011.
20. For more information see Acknowledgements page in the CFCS 2011, http://www.statcan.gc.ca/pub/87-542-x/87-542-x2011001-eng.htm
21. CFCS 2011.
22. For more information on creative chain, see the Conceptual framework for Cultural Statistics 2011, Statistics Canada catalogue 87-542 no. 2.

Figure 3
Basic creative chain for culture goods and services

Source: Statistics Canada, Canadian Framework for Culture Statistics 2011, Catalogue 87-542.

Taken together, the definition of culture activity and the creative chain for culture goods and services imply a range of activities and related transactions reflected both implicitly and explicitly already in the CSNA. In this context, these activities translate into production of certain products taking place in certain industries and sectors of the economy. So, for instance, an author engages in creative, artistic activity by writing a manuscript of a novel on contract to a book publisher, who in turn purchases design services for a cover from a graphics design firm. Further activities involve the publisher transforming the manuscript into a book, managing copyright and licensed materials and producing copies including already copyrighted or licensed materials, for distribution through wholesalers to retailers (dissemination, in Figure 3). Retailers in turn sell the book to consumers (final demand or use). This example illustrates that while not all of the activities included in the chain are creative (e.g., dissemination), all of them add value to the culture product as it goes through the various stages of production.

The CFCS uses its own unique categories for conceptual and measurement purposes. These categories are referred to as domains and sub-domains and are illustrated in Table 1. There are six culture domains in total. A sub-domain is a subset of a domain and can be used to identify a number of related industries, products and occupations. For example, 'books' is a sub-domain within the Written and Published Works domain.

According to the CFCS, sub-domains are further disaggregated into: Core culture and Ancillary culture. Core culture sub-domains produce goods and services that are the result of creative artistic activity (e.g., books, works of art and crafts) and whose main purpose is the transmission of an intellectual or cultural concept, whereas ancillary culture sub-domains produce goods and services that are the result of creative artistic activity (e.g., designs, architectural plans), but whose primary purpose is not the transmission of an intellectual or cultural concept.

The CFCS also provides two transversal domains: Education and Training[23] and Governance, Funding and Professional Support.[24] Generally, a transversal domain supports all culture domains including each of their sub-domains and allows for movement along the creative chain. For example, this would include training or educational programs for culture professionals or funding for cultural or sport programs. Industries and products within transversal domains are not fundamentally culture but they are an integral part of culture since culture domains could not exist without them. As such, the Framework recommends the inclusion of transversal domains in the measurement of culture. The transversal domains produce goods and services that support all core and ancillary culture sub-domains and are often referred to as "crosscutting domains". Education and Training, and Governance, Funding and Professional Support are all examples of CFCS transversal domains.[25]

In the CSA, a third transversal domain has been added for practical reasons – called the Multi-domain. This transversal domain includes five industries where each industry contains some culture content that affects more than one main culture domain. For example, the retail industry "Book, Periodical and Music Stores" (NAICS 4512) is related to both Written and Published Works and Sound Recording. Currently in the CFCS, several culture industries are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; sporting, hobby, book and music stores; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together into the "Multi-domain".[26]

23. Education includes the culture portion of expenditures by government in colleges, CEGEPs, universities, trade schools and fine arts schools.
24. The support domain includes among others the culture portion of consolidated government expenditures. For example, federal funding for libraries, art galleries and museums as well broadcasting.
25. Canadian Framework for Culture Statistics (CFCS) 2011.
26. Table 1.1, Classification guide, Canadian Framework for Culture Statistics 2011, Catalogue 87-542 no.002.

The CFCS also includes two Infrastructure domains: the Mediating products and Physical infrastructure domains. For example, the Mediating products domain includes products such as software, computers, MP3 players and eBook Readers which, although not considered culture products, help users to experience and consume culture. The Physical infrastructure domain covers physical venues such as concert halls or buildings, recording or film studios and training centres that enable the creation or use of the culture products. These domains have been excluded from the CSA as they are not directly related in the creation of culture products but support the production and consumption of culture output.

Table 1
Domains and sub-domains of the Canadian Culture Satellite Account adapted from Canadian Framework for Culture Statistics[1]

Culture domains					
A. Heritage and libraries	**B. Live performance**	**C. Visual and applied arts**	**D. Written and published works**	**E. Audio-visual and interactive media**	**F. Sound recording**
Core culture sub-domains					
1. Archives: includes archival collections and services.	**1. Performing arts:** includes live performances by individuals and companies of theatre (incl. musical and dinner theatre), opera, dance, orchestras, music, circuses, magic shows, ice shows, puppet theatre, mime shows, etc. as well as services such as promoters and presenters of performing arts.	**1. Original visual art:** includes original art such as paintings, drawings, pastels, engravings, prints, lithographs, sculptures and statuary, as well as dissemination services such as commercial art galleries.	**1. Books:** includes all published content and formats, regardless of delivery platform, including print, audio-books and eBooks, as well as dissemination services such as book fairs, literary festivals, reading series, and related events.	**1. Film and video:** includes feature films, short films, live action and animated films, documentaries, videos, and interactive movies, in all formats including film, HD, digital, streamed and downloaded content, as well as dissemination services such as film festivals and related events.	**1. Sound recording:** includes sound recording services, record production, record reproduction, and distribution, in all formats, regardless of delivery platform, including on-line digital or downloaded music content.
2. Libraries: includes library collections and services.	**2. Festivals and celebrations:** includes live performed events, including festivals, fairs and other celebrations with live performances of music, theatre, dance, comedy, improvisation, multidisciplinary events, and services of promoters and presenters of live performed events.	**2. Art reproductions:** include copies of original visual arts, produced with the use of technology, such as unlimited edition prints, posters, statuettes, and ornaments.	**2. Periodicals:** includes all published content and formats, regardless of delivery platform, including print, on-line versions, webzines (e-zines), and other digital and electronic publishing and delivery, as well as dissemination services such as magazine fairs and related events.	**2. Broadcasting:** includes broadcasters and service providers of traditional, pay and specialty radio content; cable, pay and specialty television programming; and Internet-based broadcast content such as podcasts, on-line, streamed, and digital radio and television programs.	**2. Music publishing:** includes music composition and publishing, in all formats, regardless of delivery platform, including print music, on-line digital or downloaded content, sale of rights for performance, recording, reproduction, and other related rights.
3. Cultural heritage: includes artifacts, collections (incl. antiques) and services such as museums, public art galleries, art museums, historic sites, historic buildings, planetaria, and archaeological sites.		**3. Photography:** includes traditional still and digital photography services, covering all fields including portrait, wedding, action, and specialty, commercial and industrial services.	**3. Newspapers:** includes all published content and formats, regardless of delivery platform, including print, electronic, and web-based newspapers, as well as other digital and electronic publishing and delivery.	**3. Interactive media:** includes console games, on-line games, wireless games, and PC games as well as other related interactive digital edutainment products.	
4. Natural heritage: includes collections and services such as botanical gardens, aquaria, zoological sites, and national parks, provincial parks and reserves, conservancy sites, and conservation areas with interpretation.		**4. Crafts:** includes hand-made artisanal goods from all materials, including textiles, jewellery, pottery, statues, ceramics, furniture, housewares, musical instruments, etc.	**4. Other published works:** includes published materials (in print or electronic form) such as brochures, leaflets, postcards, greeting cards, and calendars.		

Table 1 (continued)
Domains and sub-domains of the Canadian Culture Satellite Account adapted from Canadian Framework for Culture Statistics[1]

Culture domains					
A. Heritage and libraries	**B. Live performance**	**C. Visual and Applied Arts**	**D. Written and published works**	**E. Audio-visual and interactive media**	**F. Sound recording**
Ancillary culture sub domains					
		5. Advertising: includes design and development of advertisements.	**5. Collected information:** includes design and development of catalogues, directories and other publications of copyrighted collected information.		
		6. Architecture: includes residential, non-residential, landscape and urban design services.			
		7. Design: includes graphic, interior, industrial, jewellery, fashion and other specialty design services.			
			8. Multi sub-domain: includes printing of books, art works, calendars, magazines, newspapers; support activities for printing of books, art works, calendars, magazines, newspapers; book, periodical and newspaper wholesaler-distributors and wholesalers; book stores and news dealers; translation services , independent writers and authors.		
Transversal domains					
G. Education and training Cultural programs offered at educational and training establishments including elementary and secondary schools, community colleges and C.E.G.E.P.S, universities, technical, vocational and trade schools and fine arts schools.					
H. Governance, funding and professional support includes grant-making and giving services of culture organizations only (conservation foundations and charitable trusts awarding grants); business, civic and civic and social organizations- culture organizations only ; labour organizations and other membership organizations –culture organizations only (including arts councils); and government entities providing programs related to culture such as federal regulatory services and federal, provincial and territorial and local, municipal and regional public administrations.					
Multi domain Covers more than one domain and cannot be readily allocated to a single domain. Includes Manufacturing and reproducing magnetic and optical media - reproduction of magnetic and optical media, excluding software (culture content only); Internet publishing and broadcasting, and web search portals-publishers of culture content only; lessors of non-financial intangible assets (except copyrighted works)-owners of cultural trademarks and convention and trade show organizers-craft shows and trade fairs related to culture only.					

1. Adapted from Table 1, Canadian Framework for Culture Statistics, Catalogue 87-542.
Source: Canadian Framework for Culture Statistics, 2011.

2.4 Sport in the Canadian Framework for Culture Statistics and Canadian Culture Satellite Account

According to the CFCS framework sport is considered a domain related to culture and is therefore measured in the CSA. In Canada, sports and culture are linked in activities such as hockey, skiing, canoeing, skating, swimming, etc. Although these activities have a cultural nature, they are distinct from culture and measured separately. Sport is defined as an individual or group activity often pursued for fitness in leisure time, and can be undertaken for fun or for competition.[27] Sport participants may or may not be paid or receive prize money for their appearance or performance.

Sport excludes products and services that serve as inputs for producing sport products or providing sport services.[28] The sport domains in the CSA are illustrated in Table 2 below.

Table 2
Sport domains in the Canadian Culture Satellite Account adapted from Canadian Framework for Culture Statistics[1]

Sport domains
Organized sport: includes team or organized sport activities (amateur and professional) including the hosting of sporting events.
Informal sport: includes recreational sport and physical activities such as aerobics, bicycling, badminton, fishing, golf, hiking, jogging, riding, rowing, skating, skiing, swimming, tennis, etc).
Transversal domains
Education and training
Governance, funding and professional support

1. See CFCS 2011.
Source: Canadian Framework for Culture Statistics, 2011.

Sport has two core and two transversal domains: Organized sport, Informal sport, Education and Training and Governance, Funding and Professional Support for sport. Organized sport includes spectator sport, sport stadiums and other presenters with facilities and without facilities. Informal sport includes non-profit sport club industries. Education and training includes sport or sport related instruction, the sport portion of expenditures by government in colleges, CEGEPs, and universities. Governance, funding and professional support for sport includes the sport portion of consolidated government expenditures. In the case of sport, non-profit institutions are not considered as a separate sub-domain but as a proxy to measure the size of the informal sport sub-domain.

3. Methodology

This section describes the methodology used in creating the CSA. As noted in previous sections, the first step in developing the CSA is the conceptual exercise of defining culture. The next step involves applying this definition to standard classification system used by Statistics Canada to compile and present economic data. These classification systems are the North American Industrial Classification System (NAICS 2007) and the North American Product Classification System (NAPCS 2007). The mapping of the culture domains and sub-domains to the NAICS and NAPCS is taken directly from the 2011 CFCS and is the foundation of the CSA. The end result of this exercise is a list of NAICS based industries and NAPCS based products that represent culture and sport.

The Canadian Input-Output Table is the building block of the CSA. Two of the important dimensions contained in these tables are an industry dimension and a commodity dimension. However, the commodity (IOCC) and industry (IOIC) classifications used in the I-O tables are too aggregated to be directly incorporated in the CSA. For example, Table 3 shows the NAICS industries associated with the IOIC industry performing arts, spectator sport and related industries, and heritage institutions. This I-O industry is composed of twenty-three different six-digit NAICS.

27. Similar to the statistical definition of sport in the "Vilnius definition of sport", European Union Working Group on Sport and Economics, 2007.
28. Definition of Sport according to the "Vilnius definition of sport", European Union Working Group on Sport and Economics, 2007.

3.1 Methodology used to compile culture industry estimates

Since the IOIC industries used are often too broadly defined and include non-culture industries a major step in building the CSA is to disaggregate the IOIC based industries into their underlying six-digit NAICS 2007 industries.

Table 3
Concordance between Input-Output Industry Codes (IOIC) and North American Industry Classification System (NAICS) 2007

Input-Output Industry Classification (IOIC)		North American Industry Classification System (NAICS) 2007	
IOIC code	**IOIC title**	**NAICS code**	**NAICS title**
BS71A000	Performing arts, spectator sport and related industries, and heritage institutions	711111	Theatre (except musical) companies
		711112	Musical theatre and opera companies
		711120	Dance companies
		711130	Musical groups and artists
		711190	Other performing arts companies
		711211	Sport teams and clubs
		711213	Horse race tracks
		711218	Other spectator sport
		711311	Live theatres and other performing arts presenters with facilities
		711319	Sport stadiums and other presenters with facilities
		711321	Performing arts promoters (presenters) without facilities
		711322	Festivals without facilities
		711329	Sport presenters and other presenters without facilities
		711410	Agents and managers for artists, athletes, entertainers and other public figures
		711511	Independent artists, visual arts
		711512	Independent actors, comedians and performers
		711513	Independent writers and authors
		712111	Non-commercial art museums and galleries
		712115	History and science museums
		712119	Other museums
		712120	Historic and heritage sites
		712130	Zoos and botanical gardens
		712190	Nature parks and other similar institutions

Source: Statistics Canada.

The disaggregation or "splitting" process makes use of survey and administrative data collected at the detailed industry level. This data is first processed to be consistent with the definitions and accounting rules used to create the I-O tables.

Revenue information from different sources is used to derive "split factors" to split IOIC industries into relevant culture industries. A split factor, see equation below, is the share of a specific industries output relative to the total of all industries in the group.

$$\frac{output\ of\ NAICS\ 711111}{total\ output\ of\ NAICS\ (711{+}712)}$$

Table 4 is an example of how the split factors would be derived for the culture industry related to the Performing arts, spectator sport and related industries, and heritage institutions in the CSA. The first step would be to derive a value of output for all the culture industries within the IOIC – Performing arts, spectator sport and related industries using detailed survey or administrative data. The second step would be to derive a split factor for each industry which represents the output of the industry as a share of the total output of all the industries in BS71A000 - Performing arts, spectator sport and related industries, and heritage institutions.

Table 4
Deriving split factors for the culture industries in the CSA, a fictive example

Industry	Output	Split factor	Output by industry	GDP by industry	Jobs by industry
	dollars	percentage	dollars		number of jobs
711111	10	1	21	5	3,472
711112	20	1	42	10	6,944
711120	30	2	63	16	10,417
711130	40	3	83	21	13,889
711190	50	3	104	26	17,361
711211	60	4	125	31	20,833
711213	70	5	146	36	24,306
711218	80	6	167	42	27,778
711311	90	6	188	47	31,250
711319	100	7	208	52	34,722
711321	110	8	229	57	38,194
711322	120	8	250	63	41,667
711329	110	8	229	57	38,194
711410	100	7	208	52	34,722
711511	90	6	188	47	31,250
711512	80	6	167	42	27,778
711513	70	5	146	36	24,306
712111	60	4	125	31	20,833
712115	50	3	104	26	17,361
712119	40	3	83	21	13,889
712120	30	2	63	16	10,417
712130	20	1	42	10	6,944
712190	10	1	21	5	3,472
Total	1,440		3,000	750	500,000
Total Output: BS71A000	3,000				
GDP: BS71A000	750				
Jobs: BS71A000	500,000				

Source: Statistics Canada.

The next step would be to then apply these split factors to the output, GDP and jobs of the industry BS71A000 - Performing arts, spectator sport and related industries, and heritage institutions.

3.2 Methodology used to compile culture products estimates

The process to estimate culture products is similar to the process used to estimate culture industries in that the aggregate IOCC information needs to be disaggregated into detailed NAPCS classes.

Table 5 provides an example of the IOCC product MPS71A002 - Admissions to performing arts. This product is equivalent to NAPCS 711012 Admissions to live performing arts performances which is composed of seven detailed NAPCS products.

Table 5
Concordance between Input-Output Commodity Classification (IOCC) and North American Product Classification System (NAPCS)

Input-Output Commodity Classification		North American Product Classification System (NAPCS)	
IOCC code	IOCC title	NAPCS code	NAPCS title
MPS71A002	Admissions to live performing arts performances	711012	Admissions to live performing arts performances
		711012.1	Admissions to live performing arts performances
		711012.1.1	Admissions to live theatrical (except musical) performances
		711012.1.2	Admissions to live musical theatre and opera performances
		711012.1.3	Admissions to live symphony and classical music performances
		711012.1.4	Admissions to live popular music performances
		711012.1.5	Admissions to live dance performances
		711012.1.6	Admissions to live public appearances and speeches
		711012.1.7	Admissions to live performing arts performances, n.e.c.[1]

1. Not elsewhere classified (n.e.c.).
Source: Statistics Canada.

3.3 Methodology for compiling culture domain and sub-domain estimates

Once values of output, GDP and jobs have been calculated for each culture industry and culture product, it is possible to present the data by the culture domains and sub-domains outlined in the CFCS.

The methodology for creating the domain estimates is best illustrated using an example. Consider Table 6 for an example of how estimates for the culture domain: Written and Published Works and sub-domains books and periodicals are compiled.

The first step is an allocation of the industry data to the domains. In the example below, data for the Book Publishing industry are allocated to the Books sub-domain and data for the Periodical Publishing industry are allocated to the sub-domain Periodicals. The next step is to examine the products produced by each of these industries. In the case of the Periodical Publishing industry they produce $100 worth of Books (8% of total output). Since this is less than 10% of the industries total output the production of books in the Periodical Publishing Industry is moved from the Periodicals sub-domain and to the Book sub-domain[29]. What remains is a value of output of $1200 in the Periodicals sub-domain and a value of $1500 in the Books sub-domain.

Table 6
Example of reallocation of products

Industry	Culture commodity	Culture sub-domain (books)	Culture sub-domain (periodicals)	Culture sub-domain (books)	Culture sub-domain (periodicals)
		Before allocation		After allocation	
		dollars			
Book publishing	Books	1,000	..	1,000	..
	Other published products	400	..	400	..
Periodicals publishing	Periodicals	..	1,200	..	1,200
	Books	..	100	100	..
Total		1,400	1,300	1,500	1,200

Source: Statistics Canada.

29. The 10% rule is an arbitrary number and is applied consistently across all domains.

4. Economic importance of culture and sport in Canada

4.1 Culture in Canada

This section presents the CSA estimates for reference year 2010, first from a product perspective and then from the industry aspect.

Product perspective

From a product perspective, culture accounted for 3.1% of Canada's GDP in 2010.[30] Culture GDP at basic prices equaled $47.8 billion. It accounted for 647,300 jobs in 2010, contributing 3.7% to total employment. Culture output totaled $93.2 billion or 3.0% as a share of total economy. Table 7 below summarizes the key findings for culture output, culture GDP and culture jobs.

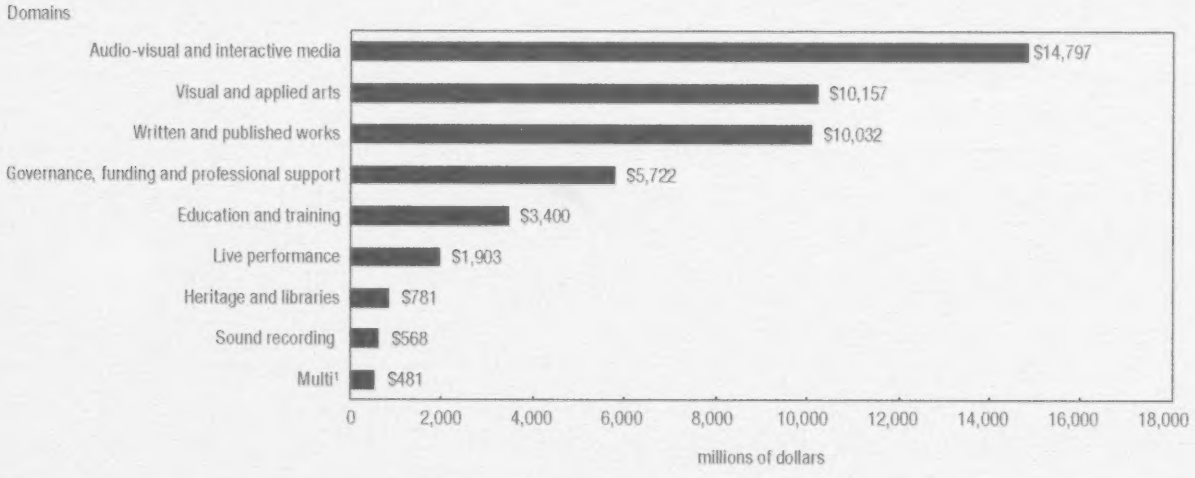
Table 7
Culture output, gross domestic product at basic prices and jobs from the product perspective, Canada, 2010

	Culture output	Culture GDP	Culture jobs
	millions of dollars		thousands of jobs
Culture products	**93,172**	**47,840**	**647**
as a share of total economy	3.0	3.1	3.7

Source: Statistics Canada, Culture Satellite Account, 2010.

The largest contributors to culture GDP were: Audio-visual and interactive media ($14.8 billion), Visual and applied arts ($10.2 billion) and Written and published works ($10.0 billion), as shown in Chart 1 and Appendix A, Table A.1.

Chart 1
Culture gross domestic product, by domain, Canada, 2010 (product perspective)

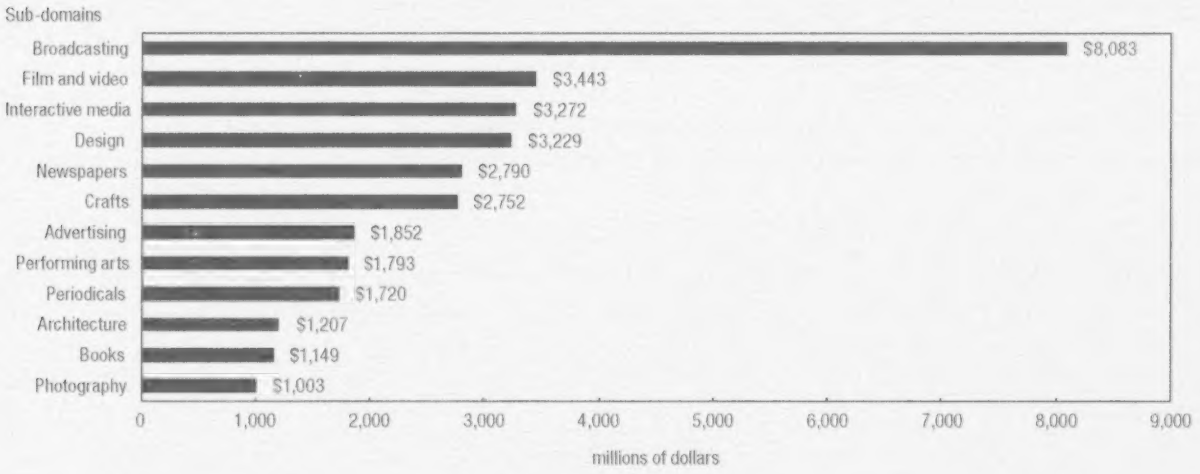


1. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.
Source: Statistics Canada, Culture Satellite Account, 2010.

Chart 2 illustrates culture GDP by sub-domain. It reveals that the broadcasting sub-domain contributed by far the most to culture GDP at $8.1 billion followed by the film and video sub-domain ($3.4 billion).

30. The Culture Satellite account measures only the direct effects of culture as opposed to indirect and induced effects.

Chart 2
Culture gross domestic product, by sub-domain, Canada, 2010 (product perspective)



Source: Statistics Canada, Culture Satellite Account, 2010.

Industry perspective

Table 8
Output, gross domestic product at basic prices and jobs in culture industries, total and as a share of total economy, Canada, 2010 (industry perspective)

	Culture industries	Other industries[1]	Total industries
		millions of dollars	
Output			
Culture products	**77,720**	**15,452**	**93,172**
as a share of total economy	2.5	0.5	3.0
All other products[2]	**21,547**	**2,980,715**	**3,002,262**
as a share of total economy	0.7	96.3	97.0
Total products	**99,267**	**2,996,167**	**3,095,434**
as a share of total economy	3.2	96.8	100.0
		millions of dollars	
Gross domestic product, at basic prices			
Culture products	**40,706**	**7,134**	**47,840**
as a share of total economy	2.6	0.5	3.1
All other products[2]	**12,514**	**1,503,752**	**1,516,266**
as a share of total economy	0.8	96.1	96.9
Total products	**53,220**	**1,510,885**	**1,564,105**
as a share of total economy	3.4	96.6	100.0
		thousands of jobs	
Jobs			
Culture jobs	**569**	**78**	**647**
as a share of total economy	3.3	0.5	3.7
Non-culture jobs[3]	**135**	**16,602**	**16,737**
as a share of total economy	0.8	95.5	96.3
Total jobs	**704**	**16,681**	**17,384**
as a share of total economy	4.0	96.0	100.0

1. Other industries are the remaining industries in the economy once culture industries have been excluded.
2. All other products are the remaining products in the economy once the culture products have been excluded (i.e. non-culture products).
3. Non-culture jobs are jobs associated with the production of non-culture products.

Source: Statistics Canada, Culture Satellite Account, 2010.

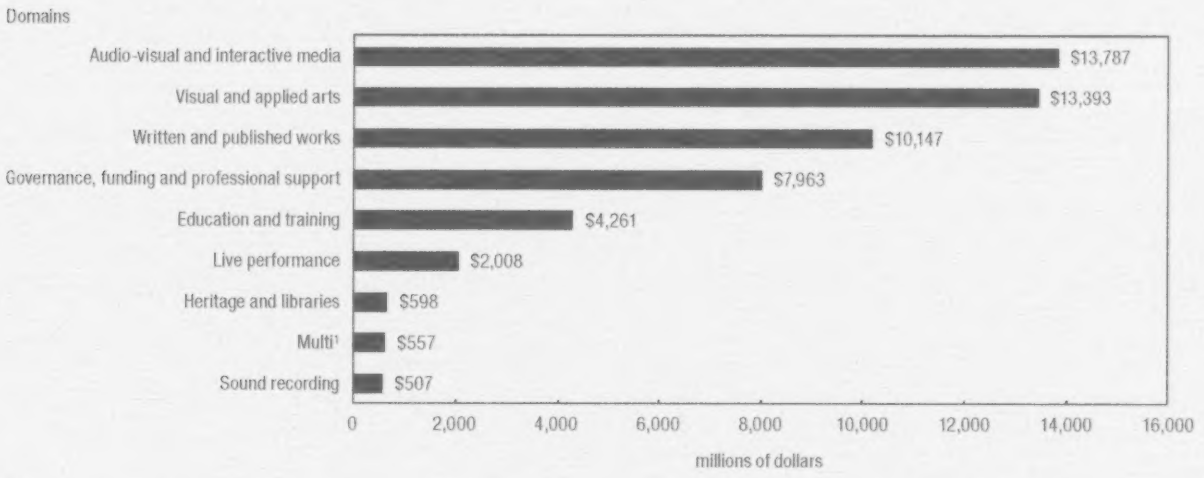
Culture industries accounted for 3.2% of the total output in Canada, reaching $129.3 billion in 2010. Table 8 shows the output, GDP and jobs in the culture industries.

GDP of culture industries was $53.2 billion in 2010, contributing 3.4% to Canada's total GDP. Of which culture products accounted for $40.7 billion and other products (i.e., non-culture products) $12.5 billion.

In 2010, the total number of jobs in Canada was 17.3 million. Culture industries accounted for 703,900 jobs, a 4.0% share. This includes jobs associated with the production of culture and non-culture products.

The largest contributors to the GDP of culture industries (presented by domain) were: Audio-visual and interactive media ($13.8 billion) followed by Visual and Applied Arts ($13.4 billion), Written and published works ($10.1 billion), and Governance, funding and professional support($8.0 billion), as shown in Chart 3 below with additional data available in Appendix A, Table A.2.

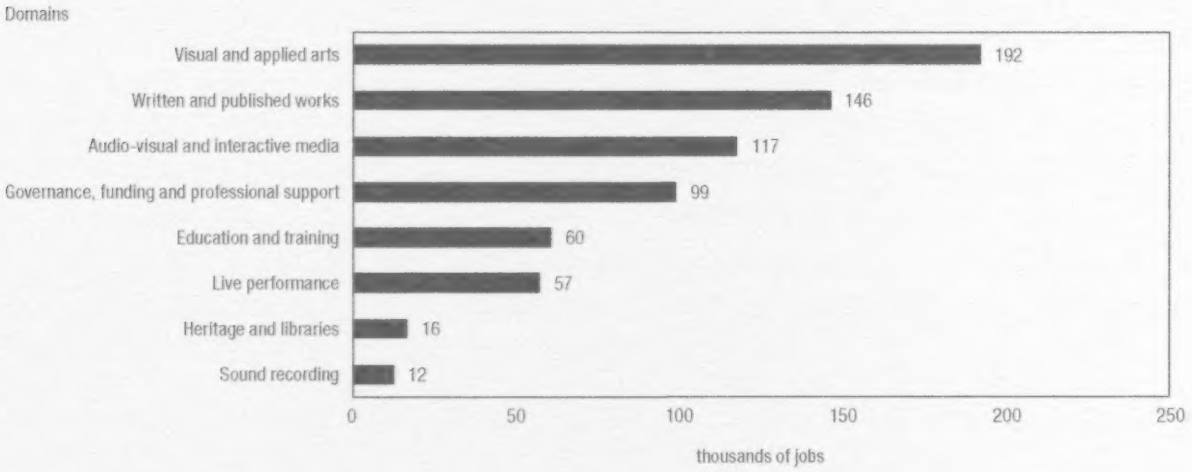
Chart 3
Gross domestic product of culture industries, by domain, Canada, 2010 (industry perspective)



1. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.
Source: Statistics Canada. Culture Satellite Account. 2010.

Chart 4 below shows the total number of jobs in culture industries in Canada by domain. The largest contributors to jobs to the economy were: Visual and Applied Arts (192,000 jobs) followed by Written and published works (145,900 jobs), Audio-visual and interactive media (117,400 jobs) and Governance, funding and professional support (98,700 jobs).

Chart 4
Jobs in culture industries, Canada, 2010 (industry perspective)



Source: Statistics Canada, Culture Satellite Account, 2010.

4.2 Sport in Canada

Product perspective

Sport GDP equaled $4.5 billion, contributing 0.3% to Canada's economy in 2010. Output of sport activities totaled $7.2 billion or 0.2%, as a share of total economy. Sport jobs totaled 93,500 in 2010 or (0.5%) of the total jobs in Canada. Table 9 summarizes the key findings for sport output, sport GDP and sport jobs (product perspective).

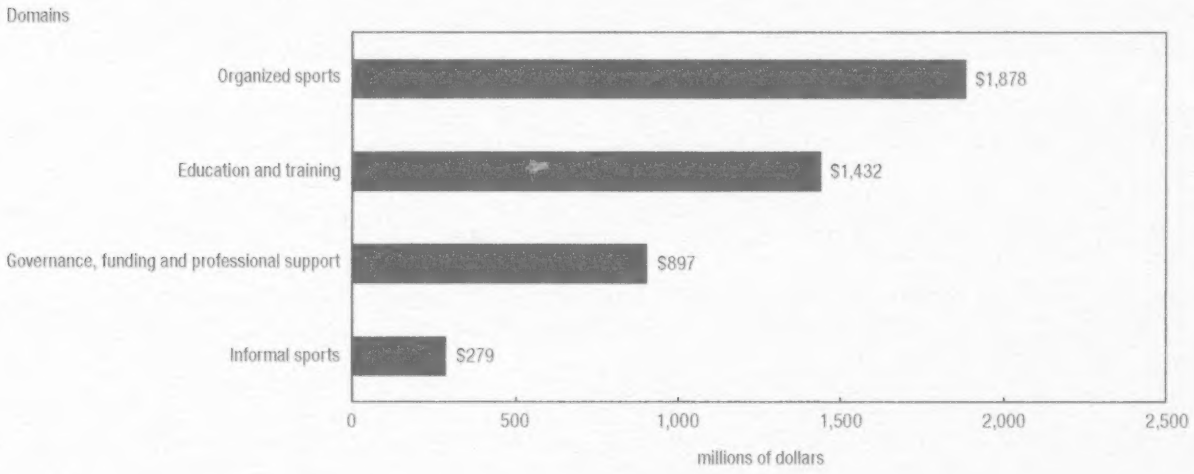
Table 9
Sport output, gross domestic product at basic prices and jobs from the product perspective, Canada, 2010

	Sport output	Sport GDP	Sport jobs
	millions of dollars		thousands of jobs
Sport products	**7,205**	**4,486**	**94**
as a share of total economy	0.2	0.3	0.5

Source: Statistics Canada, Culture Satellite Account, 2010.

The largest contributors to sport GDP were: Organized sport ($1.9 billion) and Education and training ($1.4 billion), as shown below in Chart 5.

Chart 5
Sport gross domestic product, by domain, Canada, 2010 (product perspective)



Source: Statistics Canada, Culture Satellite Account, 2010.

Industry perspective

GDP of sport industries was $5.2 billion in 2010, contributing 0.3% to Canada's total GDP. Of this, 85.4% is attributable to the production of sport products within the sport industries (refer to Appendix A.2).

Sport industries formed $8.3 billion of the total production in Canada. Of this, sports products accounted for $7.1 billion and other products (i.e., non-sport products) $1.2 billion. Table 10 summarizes the key findings for output, GDP and jobs in sport industries (industry perspective).

Table 10
Output, gross domestic product at basic prices and jobs in sport industries, total and as a share of total economy, Canada, 2010 (industry perspective)

	Sport industries	Other industries[1]	Total industries
		millions of dollars	
Output			
Sport products	**7,132**	**73**	**7,205**
as a share of total economy	0.2	0.0	0.2
All other products[2]	**1,153**	**3,087,076**	**3,088,229**
as a share of total economy	0.0	99.7	99.8
Total products	**8,286**	**3,087,149**	**3,095,434**
as a share of total economy	0.3	99.7	100.0
		millions of dollars	
Gross domestic product, at basic prices			
Sport products	**4,458**	**28**	**4,486**
as a share of total economy	0.3	0.0	0.3
All other products[2]	**762**	**1,558,857**	**1,559,620**
as a share of total economy	0.0	99.7	99.7
Total products	**5,220**	**1,558,885**	**1,564,105**
as a share of total economy	0.3	99.7	100.0
		thousands of jobs	
Jobs			
Sport jobs	**93**	**0**	**94**
as a share of total economy	0.5	0.0	0.5
Non-sport jobs[3]	**12**	**17,279**	**17,291**
as a share of total economy	0.1	99.4	99.5
Total jobs	**105**	**17,279**	**17,384**
as a share of total economy	0.6	99.4	100.0

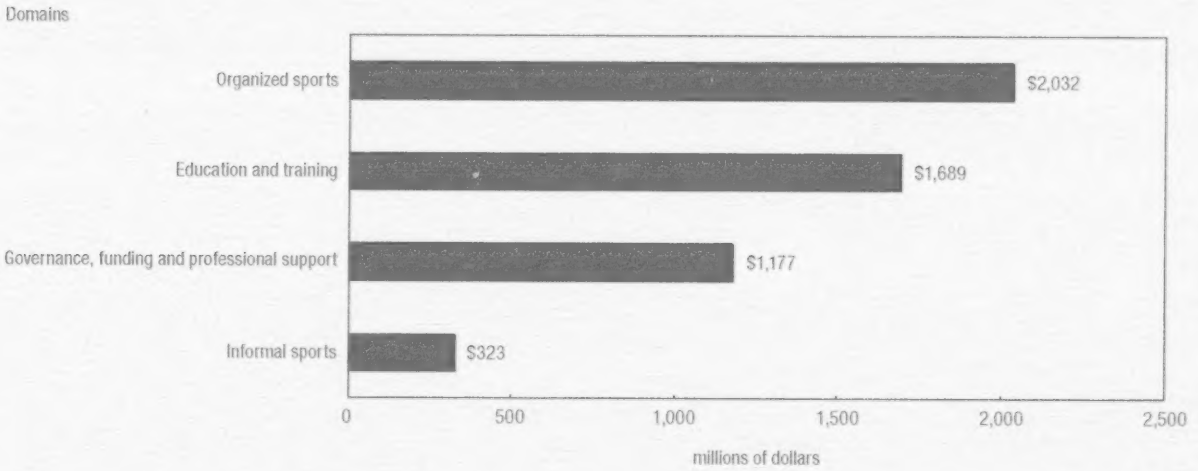
1. Other industries are the remaining industries in the economy once sport industries have been excluded.
2. Other products are the remaining products in the economy once the sport products have been excluded (i.e. non-sport products).
3. Non-sport jobs are jobs associated with the production of non-sport products.

Source: Statistics Canada, Culture Satellite Account, 2010.

Sport industries accounted for 105,200 jobs, a 0.6% share of the total economy. Almost 90% (93,200) of the jobs in sport industries are sport jobs, but the sport industries also contribute non-sport jobs (12,000 jobs) to the economy.

The largest contributors to GDP of sport industries were: Organized sport with $2.0 billion and Education and training with $1.7 billion, as shown in Chart 6 below.

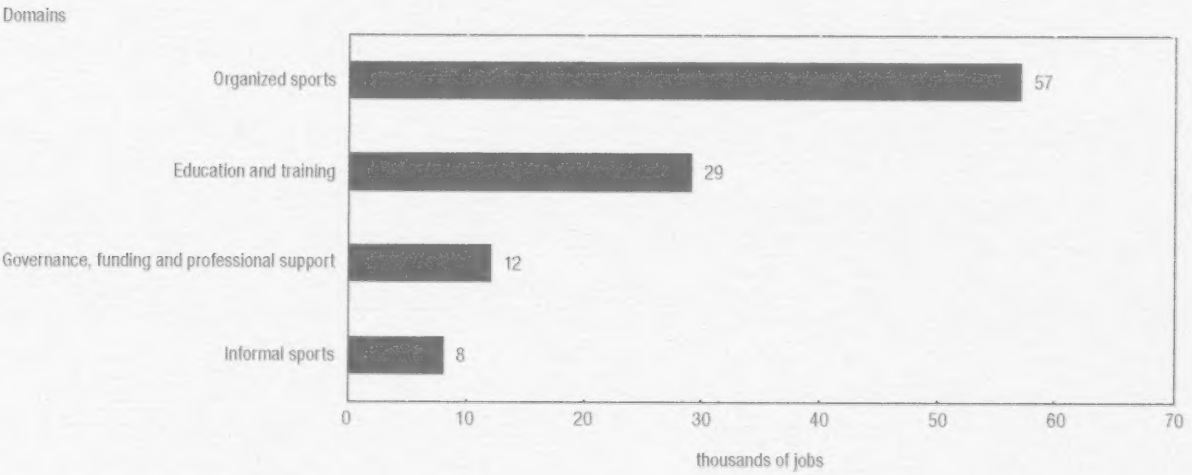
Chart 6
Gross domestic product of sport industries, by sub-domain, Canada, 2010 (industry perspective)



Source: Statistics Canada, Culture Satellite Account, 2010.

The largest contributors to jobs in sport industries were: Organized sport with 57,400 jobs and Education and training with 28,500 jobs, as shown below in Chart 7.

Chart 7
Jobs in sport industries, Canada, 2010 (industry perspective)

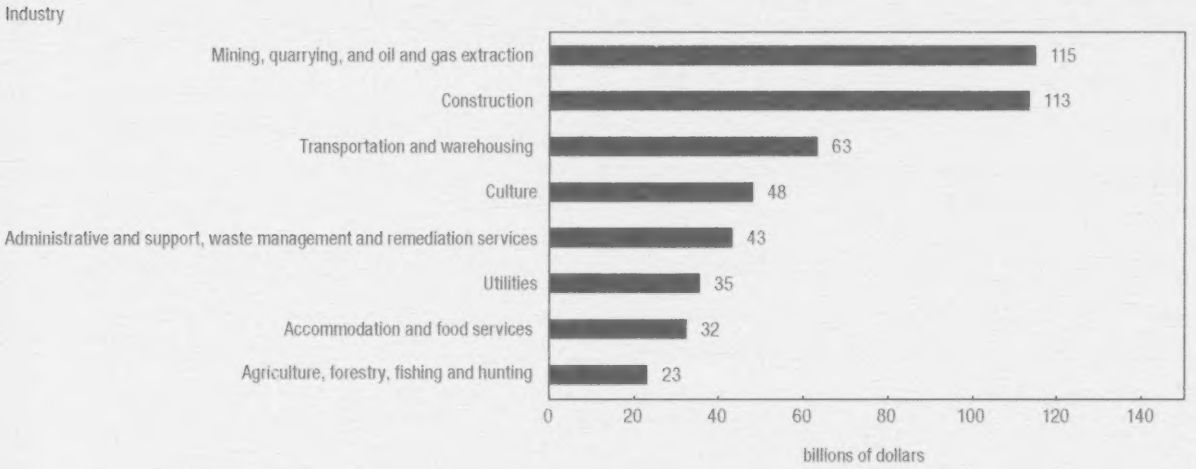


Source: Statistics Canada, Culture Satellite Account, 2010.

4.3 Culture position in the Canadian economy

In order to understand the importance of the culture activities in the Canadian economy, it is advantageous to compare the industry's performance against that of other industries. Chart 8 shows the GDP of various industries compared to the GDP of the culture industry.

Chart 8
Gross domestic product, by selected industries, Canada, 2010



Source: Statistics Canada, Table 381-0022 - Input-output tables, inputs and outputs, detailed level, basic prices (dollars), CANSIM (data base).

At $47.8 billion, the culture industry's contribution to Canadian GDP is larger than that of the Utilities or Accommodation industries which amounted to $35 billion and $32 billion respectively. Culture industry's contribution was more than double that of the Agriculture, forestry, fishing and hunting industry, which equaled $23 billion.

5. Conclusion

The Canadian CSA will allow governments, stakeholders, professional organizations, and industry who use culture statistics to understand how economic issues impact growth in the culture sector, as well as its economic value.

The CSA 2010 has shown that culture and sport play a significant role in the Canadian economy, in terms of output, GDP and jobs. Culture contributed 3.1% ($47.8 billion) to Canada's GDP, while sport contributed 0.3% ($4.5 billion). The culture sector contributed more to the Canadian economy than industries such as Accommodation, Utilities and Agriculture, forestry, fishing and hunting.

The CSA, through the product perspective, revealed that culture products originate from several non-culture industries, a nuance which would have been missed if using the industry perspective alone. This emphasizes the importance of utilizing both perspectives in understanding the role that culture and sport play in Canada.

Over the next few years, as the CSA will be produced on an recurrent basis, users will be able to get an understanding of how economic activity in the culture and sport sector in Canada changes over time.

The production of the Canadian Culture Satellite Account is the first step in understanding and measuring the importance of culture and sport in Canada. The development of provincial and territorial estimates (reference year 2010) and indicators (reference years 2009 to 2013), are the next steps in the evolution of the CSA. Work on both of these initiatives has already begun with results expected in the near future.

Appendices

Appendix A – Data tables

Table A.1
Culture output, culture gross domestic product at basic prices and culture jobs, by domain, from the product perspective, Canada, 2010

	Culture output	Culture GDP	Culture jobs[1]
	millions of current dollars		thousands of jobs
Total, culture	**93,172**	**47,840**	**647**
Heritage and libraries	**1,833**	**781**	**19**
Archives	23	8	0
Libraries	784	255	5
Culture heritage	490	251	7
Natural heritage	536	267	7
Live performance	**3,423**	**1,903**	**52**
Performing arts	3,226	1,793	49
Festivals and celebrations	198	109	3
Visual and applied arts	**20,585**	**10,157**	**168**
Original visual art	148	83	3
Art reproductions	58	32	1
Photography	1,773	1,003	19
Crafts	7,548	2,752	44
Advertising	3,323	1,852	32
Architecture	1,865	1,207	13
Design	5,871	3,229	57
Written and published works[2]	**20,248**	**10,032**	**143**
Books	2,382	1,149	14
Periodicals	3,663	1,720	20
Newspapers	5,456	2,790	37
Other published works	120	58	1
Collected information	1,379	626	7
Multi sub-domain[3]	7,249	3,689	64
Audio-visual and interactive media	**29,552**	**14,797**	**125**
Film and video	8,346	3,443	45
Broadcasting	15,681	8,083	50
Interactive media	5,525	3,272	30
Sound recording	**1,402**	**568**	**13**
Music publishing	345	141	3
Sound recording	1,057	427	10
Education and training	**4,552**	**3,400**	**52**
Governance, funding and professional support	**10,586**	**5,722**	**72**
Multi[4]	**990**	**481**	**4**
Total, sports	**7,205**	**4,486**	**94**
Organized sports	3,093	1,878	51
Informal sports	559	279	6
Education and training	1,953	1,432	26
Governance, funding and professional support	1,600	897	10
Total, culture and sports goods and services	**100,377**	**52,325**	**741**

1. If the number of jobs is below 500 and is not suppressed for confidentiality reasons, the number of jobs is rounded to zero.

2. This domain includes the Multi sub-domain as described in note 3. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.

3. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.

4. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

Source: Statistics Canada, Culture Satellite Account 2010.

Table A.2
Output, gross domestic product at basic prices and jobs, Canada, 2010 (industry perspective)

	Output			
	Culture and sports goods and services	Non-culture goods and services	Total industry output	Culture and sports as a % of total industry
	millions of current dollars			percentage
Output, GDP and jobs related to production by culture and sports industries				
Total, culture	**77,720**	**21,547**	**99,267**	**78.3**
Heritage and libraries	**1,141**	**77**	**1,217**	**93.7**
Archives	11	2	13	85.2
Libraries	161	11	172	93.8
Culture heritage	501	28	528	94.8
Natural heritage	467	36	503	92.8
Live performance	**3,378**	**223**	**3,601**	**93.8**
Performing arts	3,174	207	3,381	93.9
Festivals and celebrations	204	17	221	92.4
Visual and applied arts	**12,744**	**11,008**	**23,752**	**53.7**
Original visual art	154	16	170	90.7
Art reproductions	59	3	61	95.9
Photography	1,085	369	1,454	74.6
Crafts	691	546	1,236	55.9
Advertising	2,711	24	2,734	99.1
Architecture	1,771	25	1,797	98.6
Design	6,274	10,026	16,299	38.5
Written and published works[2]	**19,189**	**1,103**	**20,291**	**94.6**
Books	1,502	51	1,553	96.7
Periodicals	2,732	54	2,786	98.1
Newspapers	5,211	187	5,398	96.5
Other published works	71	4	75	94.6
Collected information	1,053	31	1,084	97.1
Multi sub-domain[3]	8,619	776	9,395	91.7
Audio-visual and interactive media	**23,289**	**4,823**	**28,111**	**82.8**
Film and video	8,158	597	8,755	93.2
Broadcasting	12,323	3,320	15,643	78.8
Interactive media	2,808	906	3,714	75.6
Sound recording	**1,232**	**32**	**1,265**	**97.5**
Music publishing	199	5	204	97.8
Sound recording	1,033	28	1,061	97.4
Education and training	**4,615**	**1,040**	**5,655**	**81.6**
Governance, funding and professional support	**11,422**	**2,970**	**14,392**	**79.4**
Multi[4]	**710**	**272**	**982**	**72.3**
Total, sports	**7,132**	**1,153**	**8,286**	**86.1**
Organized sports	2,973	381	3,354	88.7
Informal sports	584	68	652	89.5
Education and training	1,972	310	2,282	86.4
Governance, funding and professional support	1,604	394	1,998	80.3
Total, culture and sports industries	**84,852**	**22,700**	**107,553**	**78.9**
Total, non-culture and non-sports industries	**15,525**	**2,972,356**	**2,987,882**	**0.5**
Total economy	**100,377**	**2,995,057**	**3,095,434**	**3.2**

See end of table for notes and sources.

Table A.2 (continued)
Output, gross domestic product at basic prices and jobs, Canada, 2010 (industry perspective)

	GDP			
	Associated with culture and sport goods and services	Associated with non-culture goods and services	Total industry GDP	Culture and sports as a % of total industry
	millions of current dollars			percentage
Output, GDP and jobs related to production by culture and sports industries				
Total, culture	**40,706**	**12,514**	**53,220**	**76.5**
Heritage and libraries	**555**	**43**	**598**	**92.8**
Archives	4	1	5	83.3
Libraries	54	4	57	93.5
Culture heritage	258	17	274	93.9
Natural heritage	239	22	261	91.6
Live performance	**1,873**	**135**	**2,008**	**93.3**
Performing arts	1,760	125	1,885	93.4
Festivals and celebrations	113	10	123	91.7
Visual and applied arts	**7,103**	**6,289**	**13,393**	**53.0**
Original visual art	86	9	96	90.3
Art reproductions	32	1	34	95.9
Photography	601	205	806	74.6
Crafts	239	190	428	55.7
Advertising	1,539	13	1,553	99.1
Architecture	1,142	16	1,159	98.6
Design	3,464	5,854	9,318	37.2
Written and published works[2]	**9,588**	**559**	**10,147**	**94.5**
Books	704	24	728	96.7
Periodicals	1,280	25	1,306	98.1
Newspapers	2,701	96	2,797	96.6
Other published works	33	2	35	94.6
Collected information	493	15	508	97.1
Multi sub-domain[3]	4,376	397	4,773	91.7
Audio-visual and interactive media	**11,014**	**2,773**	**13,787**	**79.9**
Film and video	3,325	237	3,562	93.4
Broadcasting	6,025	1,998	8,023	75.1
Interactive media	1,663	539	2,202	75.5
Sound recording	**491**	**16**	**507**	**96.9**
Music publishing	77	2	79	97.2
Sound recording	414	14	428	96.8
Education and training	**3,448**	**813**	**4,261**	**80.9**
Governance, funding and professional support	**6,239**	**1,724**	**7,963**	**78.4**
Multi[4]	**394**	**162**	**557**	**70.9**
Total, sports	**4,458**	**762**	**5,220**	**85.4**
Organized sports	1,801	231	2,032	88.7
Informal sports	290	32	323	89.9
Education and training	1,447	242	1,689	85.7
Governance, funding and professional support	920	257	1,177	78.2
Total, culture and sports industries	**45,164**	**13,277**	**58,441**	**77.3**
Total, non-culture and non-sports industries	**7,161**	**1,498,503**	**1,505,665**	**0.5**
Total economy	**52,325**	**1,511,780**	**1,564,105**	**3.3**

See end of table for notes and sources

Table A.2 (concluded)
Output, gross domestic product at basic prices and jobs, Canada, 2010 (industry perspective)

	Jobs[1]			
	Associated with culture and sport goods and services	Associated with non-culture goods and services	Total industry	Culture and sports as a % of total industry
	thousands of jobs			percentage
Output, GDP and jobs related to production by culture and sports industries				
Total, culture	**569**	**135**	**704**	**80.8**
Heritage and libraries	**15**	**1**	**16**	**92.8**
Archives	0	0	0	82.1
Libraries	1	0	1	93.3
Culture heritage	7	0	8	93.9
Natural heritage	7	1	7	91.6
Live performance	53	4	57	93.3
Performing arts	50	4	53	93.4
Festivals and celebrations	3	0	3	91.8
Visual and applied arts	**118**	**74**	**192**	**61.7**
Original visual art	3	0	3	90.9
Art reproductions	1	0	1	95.9
Photography	12	5	17	69.7
Crafts	4	3	7	59.2
Advertising	27	0	27	99.1
Architecture	12	0	12	98.6
Design	60	65	125	48.0
Written and published works[2]	**137**	**9**	**146**	**94.1**
Books	8	0	8	96.7
Periodicals	14	0	14	98.1
Newspapers	35	1	36	96.6
Other published works	0	0	0	94.6
Collected information	5	0	6	97.1
Multi sub-domain[3]	75	7	82	91.8
Audio-visual and interactive media	**100**	**17**	**117**	**85.4**
Film and video	44	4	48	91.4
Broadcasting	40	9	48	81.9
Interactive media	16	4	21	79.5
Sound recording	**12**	**0**	**12**	**96.5**
Music publishing	2	0	2	96.6
Sound recording	10	0	10	96.5
Education and training	**52**	**8**	**60**	**86.2**
Governance, funding and professional support	**78**	**20**	**99**	**79.5**
Multi[4]	**3**	**1**	**4**	**65.8**
Total, sports	**93**	**12**	**105**	**88.6**
Organized sports	51	7	57	88.7
Informal sports	7	1	8	89.9
Education and training	26	3	29	91.2
Governance, funding and professional support	9	2	12	81.0
Total, culture and sports industries	**662**	**147**	**809**	**81.9**
Total, non-culture and non-sports industries	**79**	**16,497**	**16,575**	**0.5**
Total economy	**741**	**16,644**	**17,384**	**4.3**

1. If the number of jobs is below 500 and is not suppressed for confidentiality reasons, the number of jobs is rounded to zero.

2. This domain includes the Multi sub-domain as described in note 3. The value (i.e. output, GDP or jobs) of the other sub-domains may not be completely captured as services such as wholesale or retail would be captured in the multi sub-domain. For example, for the books sub-domain , the printing of books, distribution, wholesale and retail are captured within the multi sub-domain.

3. The Multi sub-domain includes services that cannot be allocated to other specific sub-domain within Written and published works. It includes the printing of books, magazines or art work; translation services; wholesale and distribution, and retail services, etc.

4. The Multi domain includes culture industries that are not associated with any culture domains and sub-domains: the culture portion of convention and trade show organizers; manufacturing and reproducing magnetic optical media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

Source: Statistics Canada, Culture Satellite Account 2010.

Appendix B – Culture and sport industries in the Culture Satellite Account

Table B
Culture and sport industries in the Culture Satellite Account, Canada, 2010

IOIC code	Input-Output industries
BS323000	Printing and related support activities
BS332A00	Cutlery, hand tools and other fabricated metal product manufacturing
BS334A00	Other electronic product manufacturing
BS339900	Other miscellaneous manufacturing
BS414000	Personal and household goods wholesaler-distributors
BS416000	Building materials and supplies wholesaler-distributors
BS418000	Miscellaneous wholesaler-distributors
BS419000	Wholesale electronic markets, and agents and brokers
BS442000	Furniture and home furnishings stores
BS448000	Clothing and clothing accessories stores
BS451000	Sporting goods, hobby, book and musical instruments stores
BS453000	Miscellaneous stores retailers
BS511110	Newspaper publishers
BS5111A0	Periodical, book and directory publishers
BS511200	Software publishers
BS512130	Motion picture and video exhibition
BS5121A0	Motion picture and video industries (except exhibition)
BS512200	Sound recording industries
BS515100	Radio and television broadcasting
BS515200	Pay and specialty television
BS517000	Telecommunications
BS519000	Other information services
BS52A000	Financial investment services, funds and other financial vehicles
BS532A00	Renting and leasing services (except automotive equipment)
BS533000	Lessors of non-financial intangible assets (except copyrighted Works)
BS541300	Architectural, engineering and related services
BS541400	Specialized design services
BS541500	Computer systems design and related services
BS541800	Advertising, public relations, and related services
BS541900	Other professional, scientific and technical services
BS561A00	Facilities and other support services
BS610000	Educational services
BS71A000	Performing arts, spectator sport and related industries, and heritage institutions
BS812A00	Personal care services and other personal services
BS813000	Professional and similar organizations
GS611100	Elementary and secondary schools
GS611200	Community colleges and C.E.G.E.P.s
GS611300	Universities
GS611A00	Other educational services
GS911A00	Other federal government services
GS912000	Other provincial and territorial government services
GS913000	Other municipal government services
NP610000	Non-profit educational services
NP710000	Arts, entertainment and recreation
NP813A00	Grant-making, civic, and professional and similar organizations
NP999999	Other non-profit institutions serving households

Source: Culture Satellite Account, 2010.

Appendix C – Culture and sport industries in the Culture Satellite Account by domain

Table C
Culture and sport industries in Culture Satellite Account by domain, Canada, 2010

Culture domains	IOIC code	Industry name
Heritage and libraries		
Archives	BS519000	Other information services
Libraries	BS519000	Other information services
Culture heritage	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Natural heritage	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Non-profit institutions	NP710000	Arts, entertainment and recreation
	NP999999	Other non-profit institutions serving households
Live performance		
Performing arts	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Festivals and celebrations	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Non-profit institutions	NP710000	Arts, entertainment and recreation
	NP999999	Other non-profit institutions serving households
Visual and applied arts		
Original visual art	BS453000	Miscellaneous stores retailers
	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Art reproductions	BS442000	Furniture and home furnishings stores
Photography	BS519000	Other information services
	BS541900	Other professional, scientific and technical services
	BS812A00	Personal care services and other personal services
Crafts	BS323000	Printing and related support activities
	BS332A00	Cutlery, hand tools and other fabricated metal product manufacturing
	BS339900	Other miscellaneous manufacturing
	BS414000	Personal and household goods wholesaler-distributors
	BS416000	Building materials and supplies wholesaler-distributors
	BS418000	Miscellaneous wholesaler-distributors
	BS448000	Clothing and clothing accessories stores
	BS453000	Miscellaneous stores retailers
	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Advertising	BS541800	Advertising, public relations, and related services
Architecture	BS541300	Architectural, engineering and related services
Design	BS541400	Specialized design services
	BS541500	Computer systems design and related services
Written and published works		
Books	BS5111A0	Periodical, book and directory publishers
Periodicals	BS5111A0	Periodical, book and directory publishers
Newspapers	BS511110	Newspaper publishers
	BS519000	Other information services
Collected information	BS5111A0	Periodical, book and directory publishers
Multi	BS323000	Printing and related support activities
	BS414000	Personal and household goods wholesaler-distributors
	BS419000	Wholesale electronic markets, and agents and brokers
	BS451000	Sporting goods, hobby, book and musical instruments stores
	BS541900	Other professional, scientific and technical services
	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
	NP710000	Arts, entertainment and recreation

Table C (continued)
Culture and sport industries in Culture Satellite Account by domain, Canada, 2010

Culture domains	IOIC code	Industry name
Audio-visual and interactive media		
Film and video	BS414000	Personal and household goods wholesaler-distributors
	BS5121A0	Motion picture and video industries (except exhibition)
	BS512130	Motion picture and video exhibition
	BS532A00	Renting and leasing services (except automotive equipment)
Broadcasting	BS515100	Radio and television broadcasting
	BS515200	Pay and specialty television
	BS517000	Telecommunications
Interactive media	BS451000	Sporting goods, hobby, book and musical instruments stores
	BS511200	Software publishers
Sound recording		
Sound recording	BS414000	Personal and household goods wholesaler-distributors
	BS451000	Sporting goods, hobby, book and musical instruments stores
	BS512200	Sound recording industries
Music publishing	BS451000	Sporting goods, hobby, book and musical instruments stores
	BS512200	Sound recording industries
Education and training	BS610000	Educational services
	NP610000	Non-profit educational services
	GS611100	Elementary and secondary schools
	GS611200	Community colleges and C.E.G.E.P.s
	GS611300	Universities
	GS611A00	Other educational services
Governance, funding and professional support	BS52A000	Securities, commodity contracts, other financial investment and related activities, funds and other financial vehicles
	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
	BS813000	Professional and similar organizations
	NP813A00	Grant-making, civic, and professional and similar organizations
	GS911A00	Other federal government services
	GS912000	Other provincial and territorial government services
	GS913000	Other municipal government services
Multi	BS334A00	Other electronic product manufacturing
	BS519000	Other information services
	BS533000	Lessors of non-financial intangible assets (except copyrighted works)
	BS561A00	Facilities and other support services
Total, sports		
Organized sports	BS71A000	Performing arts, spectator sports and related industries, and heritage institutions
Informal sports	BS813000	Professional and similar organizations
	NP610000	Non-profit educational services
	NP710000	Arts, entertainment and recreation
	NP813A00	Grant-making, civic, and professional and similar organizations
	NP999999	Other non-profit institutions serving households
Education and training	BS610000	Educational services
	GS611100	Elementary and secondary schools
	GS611200	Community colleges and C.E.G.E.P.s
	GS611300	Universities
	GS611A00	Other educational services
Governance, funding and professional support	GS911A00	Other federal government services
	GS912000	Other provincial and territorial government services
	GS913000	Other municipal government services

Source: Culture Satellite Account, 2010.

Appendix D – Culture and sport products in the Culture Satellite Account

Table D
Culture and sport products in the Culture Satellite Account, Canada, 2010

IOCC code	Product name
MPG323001	Printed products
MPG332A09	Fabricated metal products, not elsewhere classified
MPG339901	Jewellery and silverware
MPG339909	Other miscellaneous goods
MPG511111	Newspapers, print and electronic
MPG5111A1	Periodicals
MPG5111A2	Books
MPG5111A3	Other published products
MPS323002	Support services for printing
MPS323003	Contract printing services for publishers
MPS410001	Wholesale margins
MPS4A0001	Retail margins
MPS511112	Advertising space in newspapers
MPS5111A4	Advertising space in periodicals and other published printed products
MPS5111X0	Licensing fees to distribute or reproduce newspapers, periodicals, books, directories and mailing lists
MPS511200	General purpose software
MPS512130	Admissions to motion picture film exhibitions
MPS5121A1	Movies, television programs and videos
MPS5121A2	Movie, television program and video production, post-production and editing services
MPS5121A3	Licensing fees to distribute or reproduce movies, television programs and videos
MPS512201	Music and audio works
MPS512202	Studio and audio recording services
MPS512203	Licensing fees to distribute or reproduce music and audio works
MPS515100	Advertising air time on radio
MPS515A01	Advertising air time on television
MPS515A02	Fees for the distribution of television and radio program channels
MPS517003	Cable, satellite and other program distribution services
MPS519001	Subscriptions to Internet sites and contents
MPS519002	Advertising space on the Internet
MPS519009	Other information services
MPS531102	Non-residential rents
MPS532A03	Commercial and industrial machinery and equipment (except office equipment) renting and leasing services, without operator
MPS532A09	Other goods rental and leasing services
MPS533000	Rights to non-financial intangible assets
MPS541300	Architectural, engineering and related services
MPS541400	Specialized design services
MPS541501	Custom software design and development services
MPS541600	Management, scientific and technical consulting services
MPS541701	Research and development services
MPS541800	Advertising, public relations and related services
MPS541901	Photographic services
MPS541909	Other professional, scientific and technical services
MPS561400	Business support services
MPS610001	Tuition and similar fees for elementary and secondary schools
MPS610002	Tuition and similar fees for colleges and C.E.G.E.P.s
MPS610003	Tuition and similar fees for universities
MPS610004	Tuition and similar fees for business schools, computer and management training, and technical and trade schools
MPS610009	Tuition and similar fees for other educational services and educational support services
MPS713A00	Amusement and recreation services
MPS71A001	Admissions to live sporting events
MPS71A002	Admissions to live performing arts performances
MPS71A003	Sport and performing arts event organization services
MPS71A004	Career management and representation services of artists, athletes, entertainers and other public figures
MPS71A005	Contract production of live performing arts performances, live sporting events and copyrighted works
MPS71A006	Licensing of rights to use copyrighted works and trademarks and broadcast and other media rights

Table D (continued)
Culture and sport products in the Culture Satellite Account, Canada, 2010

IOCC code	Product name
MPS71A007	Technical artistic services
MPS71A008	Heritage institution services
MPS812A09	Other personal and personal care services
MPS812A09	Other professional, scientific and technical services
MPS813000	Other membership services
MPS9A0000	Sales of other services by non-profit institutions serving households
MPS9B0000	Sales of other government services
NGS611100	Elementary and secondary school services provided by governments
NGS611200	Community college and C.E.G.E.P services provided by governments
NGS611300	University services provided by governments
NGS611A00	Other educational services provided by governments
NNP610000	Educational services provided by non-profit institutions serving households
NNP710000	Arts, entertainment and recreation services provided by non-profit institutions serving households
NNP813930	Labour organization membership services
NNP813A01	Grant-making, civic, and professional and similar organization services
NNP999999	Other services provided by non-profit institutions serving households

Source: Culture Satellite Account, 2010.

Appendix E – Surveys used in the Culture Satellite Account

Table E
Surveys used in Culture Satellite Account, Canada, 2010

Survey name	Survey ID
Annual Survey of Manufactures and Logging (ASML)	2103
Annual Survey of Service Industries: Software Development and Computer Services	2410
Survey of Service Industries: Film, Television and Video Production	2413
Survey of Service Industries: Film and Video Distribution	2414
Survey of Service Industries: Film, Television and Video Post-production	2415
Survey of Service Industries: Motion Picture Theatres	2416
Annual Survey of Service Industries: Architectural Services	2420
Annual Survey of Service Industries: Personal Services	2424
Annual Survey of Service Industries: Consumer Goods Rental	2434
Annual Survey of Service Industries: Advertising and Related Services	2437
Annual Wholesale Trade Survey	2445
Annual Retail Trade Survey	2447
Survey of Service Industries: Book Publishers	3105
Annual Survey of Service Industries: Heritage Institutions	3107
Survey of Service Industries: Performing Arts	3108
Survey of Service Industries: Sound Recording and Music Publishing	3115
Survey of Provincial/Territorial Government Expenditures on Culture	3116
Survey of Federal Government Expenditures on Culture	3117
Survey of Service Industries: Newspaper Publishers	4710
Annual Survey of Service Industries: Database, Directory and Specialty Publishers	4711
Annual Survey of Service Industries: Specialized Design	4719
Postsecondary Student Information System (PSIS)	5017
Survey of Service Industries: Periodical Publishers	5091
Annual Survey of Service Industries: Spectator Sports, Event Promoters, Artists and Related Industries	5132

Source: Statistics Canada.

Appendix F – Feasibility study

To measure the culture sector's contribution to the Canadian economy, a four-year comprehensive feasibility study was undertaken in collaboration with the Department of Canadian Heritage and its partners in 2008. The goal of the study was to develop a sound methodology, based on recognized international accounting standards, able to produce measures of culture aggregates. The study was broken down into four phases, with each phase building upon the last.

The first phase focused on three pilot culture industries: 'motion picture and video industries', 'performing arts, spectator sports and related industries' and 'heritage institutions' and their principal commodity outputs. A basic methodology for identifying and separating culture content was developed. This phase determined that although some culture industries and culture commodities were well defined within the CSNA, (specifically the Canadian Input-Output Tables), others were not. Disaggregation of the Input-Output tables was required in order to measure the culture content accurately. It was recommended that the disaggregation use survey and tax data to identify and extract the culture component within these industries.

The second phase expanded the scope to include all culture industries for all domains and sub-domains including culture industries for transversal domains (support, education and multi-domain). As well, sport industries were included, thus creating a sport domain. A methodology was developed to effectively identify the culture content of an industry (i.e. the culture production of an industry as a proportion of all the production of that industry). The measurement of Culture GDP and Sport GDP were also introduced.

The third phase focused on updating the CSA to reflect newly developed I- O commodity and industry classifications. The 2009 I-O tables were restructured as part of their modernization with more service commodities and more service producing industries which will benefit the CSA.

The final phase consisted of building of an experimental CSA using 2009 Input-Output data. The positive results of the feasibility study led to the creation of the 2010 Canadian CSA.

Appendix G – Acronyms

ASM	Annual Survey of Manufactures
CFCS	Canadian Framework for Culture Statistics, 2011
CIP	Classification of Instructional Programs
CSA	Culture Satellite Account
CSNA	Canadian System of National Accounts
GDP	Gross Domestic Product
I-O	Input-Output
IOCC	Input-Output Commodity Classification
IOIC	Input-Output Industry Classification
NAICS	North American Industry Classification System
NAPCS	North American Products Classification System
NOCS	National Occupational Classification Statistics

Glossary

Basic price: The amount receivable by the producer from the purchaser for a unit of a good or service produced as output minus any tax payable, and plus any subsidy receivable, by the producer as a consequence of its production or sale. It excludes any transport charges invoiced separately by the producer.

Culture: a creative artistic activity and the goods and services produced by this creative activity and the preservation of heritage.

Culture GDP or GDP of culture activities: Is the value added related to the production of culture goods and/or services across the economy regardless of the producing industry.

Culture jobs: Are defined as the number of jobs that are related to the production of sport goods and/or services regardless of the industry.

Domain products: Domain products are a subset of culture products which characterize a specific culture sub-domain. Culture products produced in a culture sub-domain to which they cannot be associated with are transferred towards another culture sub-domain to which they are more connected to.

Employment in culture industries: Is measured by the number of jobs in each of the culture industries. It covers all jobs in the industry required to produce both culture and non-culture output.

GDP of culture industries: is the measure of GDP for each of the culture industries. It covers all of their outputs – culture and non-culture products. Also referred to as value added, gross domestic product for an industry is equal to the output of the industry minus the value of intermediate inputs that were purchased from other industries, domestic or foreign. Gross domestic product by industry for the economy as a whole is the sum of values added by all industries resident in Canada.

GDP of sport industries: is the measure of output from all sport industries. It covers all of their outputs—sport and non-sport products.

Hours of work: Actual hours worked during normal periods of work, including overtime but excluding paid leave (e.g. holidays, sick leave). Total hours worked are the aggregate number of hours actually worked during the year in employee and self- employment jobs.

Infrastructure: Physical infrastructure (e.g. buildings such as theatres, recording studios, etc.) and mediating products (e.g. consumer equipment such as television sets, computers, etc.) are essential for at least one stage of supply in the culture chain. While they provide important support for culture activity, they are not culture products. They may be reported separately as a means of determining their size and impact on the culture sector. Dedicated facilities whose primary function is the provision of space to culture such as museum buildings, heritage sites and buildings, theatres and cinemas are included in their respective sub-domains.

Job: A job is defined as an explicit or implicit contract between a person and an institutional unit to perform work in return for compensation for a defined period or until further notice. The institutional unit may be the proprietor of an unincorporated enterprise; in this case the person is described as being self-employed and earns a mixed income. The number of jobs exceeds the number of persons employed by the number of second, third, etc. jobs.

Mixed income: Mixed income represents the return to both self-employed labour and capital of the unincorporated business. Mixed income consists of earnings of proprietors of unincorporated businesses (sole proprietorships and partnerships) such as retailers and consultants, earnings of independent professional practitioners such as lawyers and dentists, net (after expenses) rental income of owners of real property and the accrued net farm income of farm operators.

Multi-domain: Multiple categories are used to describe those codes that, by definition, involve more than one domain and cannot be allocated readily to a single domain.

Salaries and wages: Consists of monetary compensation and payments-in-kind (e.g., board and lodging), to wage earners and salaried persons employed in private, public and non-profit institutions in Canada including domestic servants and baby-sitters. Other forms of compensation included are commissions, bonuses, tips, directors' fees, taxable allowances, and the values of stock options of corporations. Bonuses, commissions and retroactive wages are recorded in the period paid rather than earned. Wages and salaries are recorded on a gross basis, before deductions for taxes, employees' contributions to employment insurance, and private and public pension plans.

Self-employed: category includes persons whose job consisted mainly of operating a business, farm or professional practice, alone or in partnership. This includes: operating a farm, whether the land is rented or owned; working on a freelance or contract basis to do a job (e.g., architects, private duty nurses); operating a direct distributorship selling and delivering products such as cosmetics, newspapers, brushes and cleaning products; and fishing with own equipment or with equipment in which the person has a share. The business can be incorporated or unincorporated. Self-employed persons include those with and those without paid help.

Sport: Is defined as an individual or group activity often pursued for fitness during leisure time which may be undertaken for fun or for competition. This includes recreational sports and physical activities, as well as professional, semi-professional or amateur sport clubs and independent athletes that are primarily engaged in presenting sporting events before an audience.

Sport GDP or GDP of sport activities: Is defined as the value added in an industry that is related to the production of sport goods and/or services in an industry.

Sport jobs: Are defined as the number of jobs that are related to the production of sport goods and/or services regardless of the industry.

Sub-domain: A subsidiary of a domain, which can be used to identify a number of definable related industries, products and occupations that represents a distinct sub-category of a domain.

Supplementary labour income: Expenditures by employers on their labour account which are regarded as compensation of employees. It includes contributions to employment insurance, private and public pension plan contribution, worker's compensation, health and life insurance plans, and retirement allowances.

Unpaid family workers: persons who work without pay in a business, farm or professional practice owned and operated by another family member living in the same dwelling.

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